



Dakota Student

2020-21 RATES

Due to Covid-19, the Dakota Student will not be publishing physical print issues in the 2020-21 school year, but will still offer alternative advertising solutions. *An additional \$30 will be charged if design work is needed.*

The Dakota Student has made the difficult decision to cancel print production for the 2020-21 school year. The University of North Dakota has moved a number of courses online and the amount of people on campus will be drastically reduced. The DS will continue to create original content and post everything on our website, www.dakotastudent.com, send out a weekly e-newsletter, and update our social media pages daily.

Online

Leaderboard
728 x 90px

\$300/month or \$3,000/year

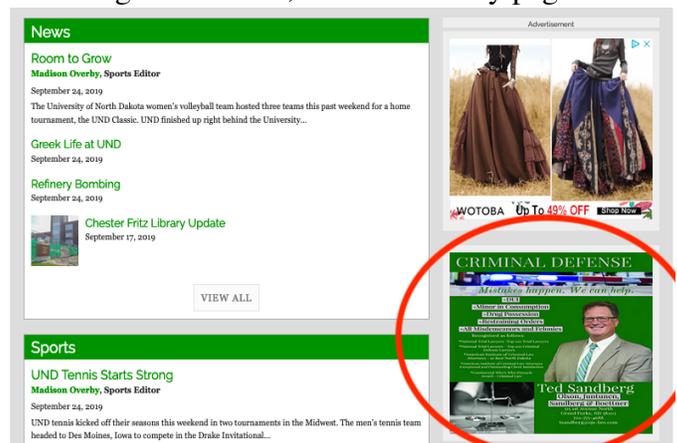
This size appears just below the main menu and is visible on every page, including the homepage.



Right Box
300 x 250px

\$250/month or \$2,500/year

This size appears in the body of the website on the right hand side, visible on every page.



Social Media

The Dakota Student utilizes Facebook, Twitter, and Instagram to connect with our audience. This semester the DS has a marketing plan in place to expand their online reach, connect with more followers, and grow their subscriber count.

By the numbers:

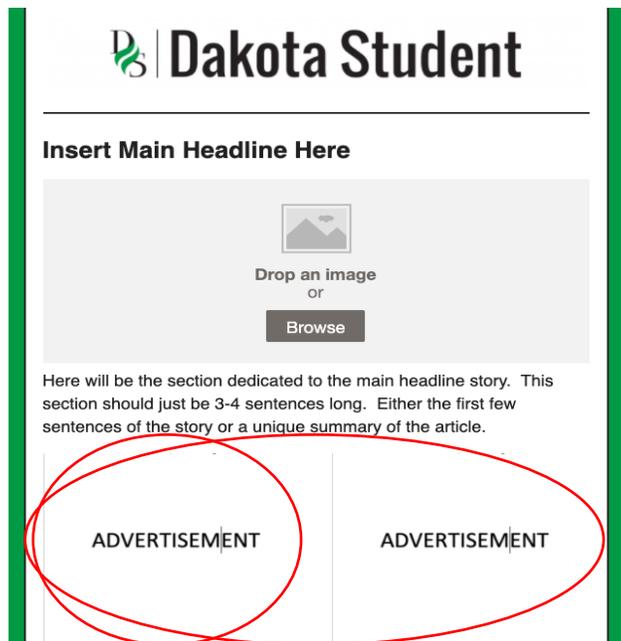
- Facebook – 979 followers, mid-level engagement
- Twitter – 1,680 followers, mid-level engagement
- Instagram – 592 followers, high-level engagement

Dakota Student social media will be a mixture of sharing DS content, engaging with our followers, posting fun UND related pictures, and interviews with UND leaders. Revamped and refocused, this semester our social media will grow.

- Sponsored FB Live Video (at least :30).....\$35**
- Sponsored InstaStory (at least :30).....\$30**
- Sponsored Tweet.....\$25**
- Sponsored Instagram Post.....\$20**
- Sponsored FB Post.....\$20**

Newsletter

The Dakota Student Newsletter is a brand new venture for the DS staff. Since the Dakota Student will not be delivering paper copies, the DS Newsletter is a summary of DS stories delivered directly to subscribers via e-mail. To become a subscriber, visitors of our website just enter their e-mail address and click subscribe. The newsletter will be delivered weekly and will include headlines with brief summaries of articles appearing on our website. Those headlines and summaries will link to our website. Advertising is available in this newsletter, with linking to your website enabled in the ad. Potential clients will be sent your ads directly in an e-mail.



One Newsletter

Half banner 264 x 264px.....\$100
Full banner 564 x 264px.....\$175

One Month (4 issues)

Half banner 264 x 264px.....\$375
Full banner 564 x 264px.....\$650

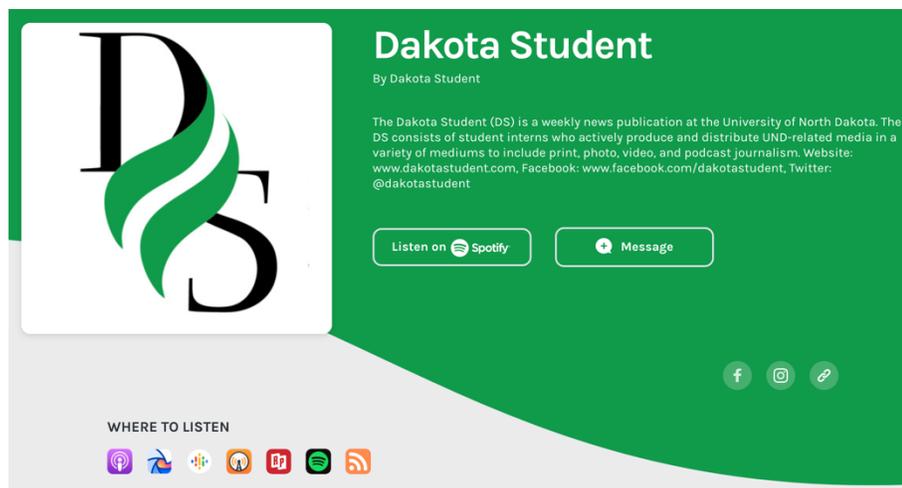
One Semester (12 issues)

Half banner 264 x 264px.....\$1,100
Full banner 564 x 264px.....\$1,900

**This is exclusive introductory pricing.
Lock in your price now before rates
increase due to more subscribers!**

Podcast

The Dakota Student produces a weekly podcast covering local news, sports, campus related topics and other stories of interest. The podcast is available on [Spotify](#), [Apple Podcasts](#), [Google Podcasts](#), [Anchor](#), [Breaker](#), [Overcast](#), and [RadioPublic](#). Sponsors of the podcast will receive a :30 second produced audio ad, voiced by DS Coordinator Vince Azzarello (a former on-air radio talent) which will be played once during the podcast, as well as at least one mention of your business by the host during the podcast. Episodes are posted once a week and are not taken down throughout the entire school year.



One Episode.....\$50
One Month (4 episodes).....\$175
One Semester (12 episodes).....\$500

Policy

Advertising is subject to the Dakota Student's approval and becomes the property of the Dakota Student. The Dakota Student reserves the right of refusal or the right to decline, discontinue, or revise any advertisements found unsuitable for publication. Any ads created by the Dakota Student may not be used for any other publication without permission. Refunds will not be given on ads cancelled after the deadline. All cancelled ads are subject to production charges. The Dakota Student has the right to change advertising rates at any time (advertisers would be notified). Credit will not be granted for ads with mistakes if the ad was not proofed. If a proof is requested, it will be e-mailed. Ad placement will be the decision of the paper.